

Riverside

an international city



Welcome

to Riverside, California

Greetings, and welcome to Riverside!



As you read through this brochure and travel around Riverside, I hope you get a sense of the exciting, diverse and thriving urban city that I, and

more than 300,000 others, call home.

Riverside is an historic city with a rich citrus heritage. You will still see the parent orange trees that Eliza Tibbets planted over a century ago, and from which come about 95 percent of California's navel orange trees.

Riverside is a city of higher education. Home to the University of California, Riverside, and its renowned entrepreneurial, engineering and agricultural programs, California Baptist University, La Sierra University, and Riverside Community College, which among them enroll more than 40,000 students, providing Riverside with a stimulating and intellectually engaged youth community.

Riverside is a city of architectural treasures. Walk around Downtown Riverside and you will see the famous Fox Theater, where the movie "Gone with the Wind" premiered, and the Mission Inn Hotel & Spa that has hosted many United States presidents, and sparkles during the holidays with its Festival of Lights.

Riverside is a "City of Arts & Culture". While music enthusiasts can enjoy

evenings at the Riverside County Philharmonic, art lovers have many interesting options such as UCR's Sweeney Art Gallery and California Museum of Photography, the Riverside Art Museum or the Riverside Metropolitan Museum.

Riverside is a city of parks. Just stroll through the 200-acre Fairmont Park, and you will understand why we take such great pride in our parks.

Riverside is a city of fine dining and shopping. The city's Galleria at Tyler and Riverside Plaza boast of some of the finest names in the restaurant and shopping world, as well as an extensive offering of ethnic cuisines, ranging from Chinese, Mexican, Indian, Thai and Japanese.

Riverside is an environmentally conscious and innovative city with vibrant solar energy generation, energy efficiency promotion and tree planting programs. Projects such as the citywide wireless network provide free Internet access throughout the city.

Finally, Riverside is an international and multicultural city. It has sister city relationships with six cities: Sendai, Japan; Gangnam-Gu, Republic of Korea; Hyderabad, India; Jiangmen, People's Republic of China; and Cuautla and Ensenada, Mexico. Of these, the 50-year relationship with Sendai is the oldest in the nation.

So read on and enjoy discovering Riverside!

Mayor Ronald O. Loveridge





3rd “Best Performing City”

Ranked nationwide by Milken Institute
for overall job growth and retention

Ranked 4th in a nationwide
study by the National Policy Research
Council & Expansion Management for
“Top Economic Development Hot Spots”

Consistently in the **top 10** in
all national commercial real estate markets
according to Grubb & Ellis forecasts

Ranked 7th

“Best City for Job Growth” by Forbes.com

“Best Downtown,” honorable mention
for “Best Downtown of Mid-sized Cities in California”
by California Planning & Development Report

Ranked 4th for Metro Cities in the
Seventh Annual National Digital Cities Survey



RECENT NATIONAL, STATE and REGIONAL AWARDS RECEIVED BY THE CITY OF RIVERSIDE INCLUDE:

NATIONAL

America's Promise Alliance

- Named one of the nation's 100 best communities for young people

Center for Digital Government

- Best of Web, City Portal Category (fifth in nation)
- Most innovative, user-friendly state and local government portal
- Digital Cities Survey, (fourth in nation for Cities 250,000 or more)
- Excellence in digital connection between local government and constituents

Solar Electric Power Association

- Solar Business Achievement, Community Outreach & Public Awareness
- Awarded for solar outreach programs

STATE

California Association for Local Economic Development

- Award of Merit for top Economic Development Program

Center for Digital Government

- Best of California's Most Innovative Use of Technology Award for SmartRiverside Digital Inclusion Program
- Best in California's Leadership in Management of Information Technology

Consulting Engineers & Land Surveyors of California

- Engineering Excellence Award for design of the Riverside Transportation Management Center

Municipal Information Systems Association of California

- Excellence in Information Technology Practices Award for best practices

REGIONAL/LOCAL

Greater Riverside Chambers of Commerce

- Riverside Hero Award for the Riverside Renaissance Program

South Coast Air Quality Management District

- Clean Air Award for Innovative Transportation Projects for Five Cities Hydrogen Program

Riverside

today and yesterday

With a vibrant population over 300,000, Riverside is the economic and cultural heart of the Inland Southern California region, and is quickly becoming one of California's most exciting and prosperous cities.

Riverside's historic legacy begins with its citrus heritage. After the city's incorporation in 1883, it quickly became the economic leader of Southern California's booming citrus industry. By 1885, Riverside was one of the wealthiest cities in the nation. Riverside's success in attracting national interest and investment during this period left a lasting imprint and is celebrated today in the citrus groves along Victoria Avenue and in the California Citrus State Historical Park.

Fast forward to the 21st century, Riverside continues to thrive. As the economic heart of the Inland region, Riverside is experiencing unprecedented rates of growth. It is ranked 7th in the United States for job growth (Forbes, 2006), and

is among the top 10 of the 200 Best Performing Cities in the U.S. (Milken Institute, 2005). Riverside's economic success and ideal location in Southern California, providing rail and freeway access to business opportunities in Los Angeles (50 miles west) and Orange Counties (30 miles southwest), has made it an ideal location for doing international business.

Adding to Riverside's international appeal is the city's diverse population, home to a variety of different cultures, with a rich Hispanic, African American, Korean, and Chinese presence. Through its diversity, Riverside lives up to its reputation as a world-class city and reasserts its role as an international hub.

The city's continued development is being secured by Riverside's Renaissance Project, a \$1.8 billion initiative, which is improving infrastructure, cleaning up the environment, and making sure that the Riverside of tomorrow lives up to its rich, historic past.



RIVERSIDE'S FOUNDER

Riverside was founded by American statesman John W. North in the 1870's. North worked under President Abraham Lincoln as the official surveyor of Nevada. After leaving Nevada, North founded Riverside on the banks of the Santa Ana River.



THE RAINCROSS

Riverside's official symbol, which is prevalent throughout the city, was first created for the historic Mission Inn, a national historic landmark hotel by Frank Miller. The Raincross design draws from Native American symbols, as well as California Missions founder Father Junipero Serra's mass bell.

CITRUS HERITAGE

Riverside owes its citrus heritage to one woman Eliza Tibbets, who planted the first navel orange trees here in 1873. While the navel orange first got its start in Riverside, it would go on to become one of the most profitable fruits in the US. The parent trees Tibbets planted are preserved even today as a tribute to Riverside's citrus heritage.

University

Community

ACADEMIC OPPORTUNITY

Riverside is proud to be one of California's most prominent academic centers, with several institutions of higher learning including the University of California, Riverside, La Sierra University, California Baptist University and Riverside Community College. These institutions enrich the community by providing educational opportunities to all of the region's residents. They also guarantee the city's future prosperity by creating a talented workforce equipped with 21st century skills.

Riverside's educational institutions attract international attention, with students from across the globe coming to the city to engage themselves academically and culturally.



California Baptist University

Over **40,000** students

Leading research in agriculture and the sciences

Committed and **engaged** students

Growing and highly qualified local workforce



University of California, Riverside



UNIVERSITY OF CALIFORNIA, RIVERSIDE

University of California, Riverside (UCR) is one of 10 campuses in the University of California system and is the only public research university in Inland Southern California. Since opening in 1954, UCR has made its mark nationally and internationally. UCR offers Bachelor degree programs in 78 majors, 50 Master's degree programs, 38 Ph.D. programs and 17 state teaching credentials to nearly 17,000 students each year. UCR's Citrus Experiment Station, established in 1907, was monumental in refining the use of biological controls in agriculture as well as developing more than 40 new citrus varieties. The university devotes much of its research and finances to its agriculture and also conducts ground breaking research and scholarship in nanoscience, geophysics, environmental research and the humanities.

CALIFORNIA BAPTIST UNIVERSITY

Since its founding in 1950, California Baptist University (CBU) has set the standard for educational excellence. Today, CBU offers more than 90 undergraduate majors and concentrations as well as 20 graduate degree and credential programs to more than 3,400 students. CBU continues to expand its undergraduate and graduate degree offerings, most recently in nursing and engineering, to meet the growing demands of the region. The low faculty/student ratio allows CBU to structure a student centered curriculum.

LA SIERRA UNIVERSITY

La Sierra University (LSU) is a coeducational institution located in Riverside and is part of the Seventh-Day Adventist system of higher education. The university offers graduate and undergraduate curricula in liberal arts and applied sciences, business management, religion and programs for professional education in fulfillment of requirements for teaching credentials. A unique Service Learning program affirms the university's 84-year commitment to values-based education. To Seek, To Know, and To Serve is the key to the mission that drives LSU. The university's Students in Free Enterprise (SIFE) team recently won the SIFE World Cup competition in New York City.



La Sierra University

RIVERSIDE COMMUNITY COLLEGE

Riverside Community College (RCC) is the seventh oldest community college in California. Each semester, more than 17,000 students earn an associate degree, career certificate or complete transfer requirements for a four-year college or university. Known for its top-rated nursing, physician assistant, and education/teacher preparation programs, RCC offers more than 100 different degree and certificate programs. RCC is also home to Gateway College, Middle College/Early College and Workforce Preparation programs. Open Campus (online education), Community Education, and other unique initiatives provide learning opportunities for students ages 16 to 65+.



Riverside Community College



LOOK...LISTEN...ASPIRE

As a metropolitan center of Inland Southern California, Riverside offers a variety of unique arts and cultural attractions. The Sweeney Art Gallery provides the community with contemporary and modern art, and includes the work of renowned artists such as Roy Lichtenstein and Alexander Calder.

The California Museum of Photography in downtown Riverside, likewise provides a wonderful outlet for the visual arts, and plays a progressive role in redefining and evolving contemporary art.



The Riverside Art Museum showcases works at its historic location in downtown Riverside — the building was designed by renowned architect Julie Morgan, designer of the famous Hearst Castle on California's Central Coast. And the Riverside Metropolitan Museum exhibits natural and cultural history relevant to our community and to our sister cities around the world.

The Riverside County Philharmonic is considered one of the premier orchestras in Southern California, particularly under the direction of conductor Patrick Flynn, who joined the organization in 1990. The 72-member orchestra performs classical, modern, and contemporary arrangements.

The city is proactive in providing opportunities and benefits to aspiring artists. Organizations such as the Riverside Arts Council offer arts residencies in schools and manage financial grants to the Riverside art world.

The future will see an even more prominent role for the arts in Riverside, as the city works to renovate the historic Fox Theater — sure to become one of the premier performing arts venues in Southern California.



Arts

Community



FOX PERFORMING ARTS CENTER

When the Fox Theater opened in 1929, it was a world-class venue for entertainment. The Spanish-style theater has welcomed such artists as Judy Garland and Bing Crosby, and was also the site of the first public debut of the cinematic masterpiece *Gone with the Wind* in 1939. With a new era of Riverside renovation and renaissance, the venue is being rehabilitated into the Fox Performing Arts Center and will add yet another rich cultural aspect to the City of Riverside.

Riverside has many art venues which include the Riverside Art Museum where people of all ages can enjoy a moment with art. (far right) The citrus art commemorates the 50th anniversary of Riverside's Sister City relationship with Sendai, Japan.



Festivals and Celebrations



British actor Michael York talks with guests at the Riverside International Film Festival where he received the Lifetime Achievement Award.



Cinco de Mayo Dancers

Experience Riverside's Festivals and Celebrations



*The Festival of Lights
at the Mission Inn*



*Japanese dancers at the 50th Anniversary Celebration of the sister city
relationship between Sendai (Japan) and Riverside*



An afternoon at the Dickens Festival



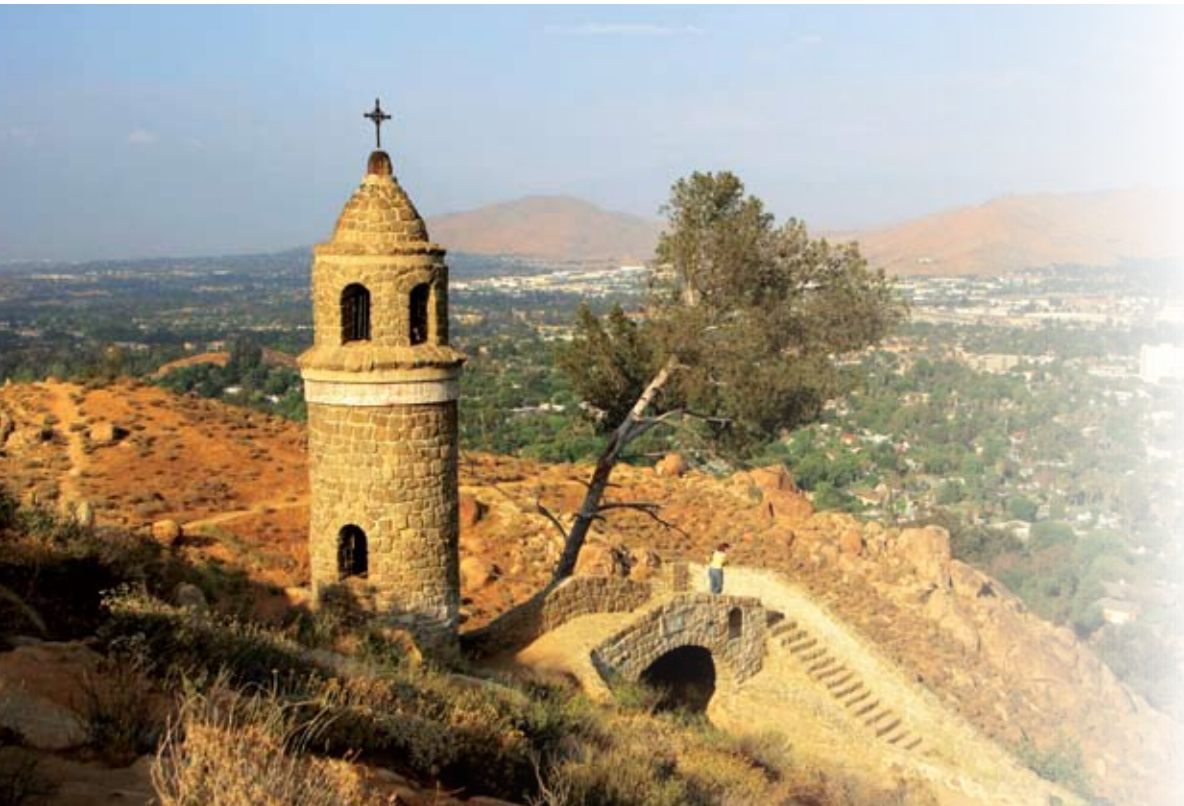
Gentlemen enjoy a moment at Festa Italiana

THINGS TO DO AND SEE

Every year, Riverside residents celebrate a number of festivals. The Riverside International Film Festival, which occurs every spring, promotes Riverside's role as an international city. The 2008 festival saw a number of films showcased from India, South Korea, Japan, Europe and Mexico.

Riverside's most notable festival is the annual Festival of Lights, a holiday celebration which takes place at the beautiful Mission Inn Hotel & Spa in downtown Riverside. More than three million twinkling lights and over four-hundred figures adorn the early 20th century, Spanish-style structure. The festival begins the day after Thanksgiving and continues for the entire Holiday season, drawing more than 100,000 visitors to the downtown.

And the annual Riverside Dickens Festival, which highlights the life and times of the literary master, is held in Riverside's historic downtown. The Festival is a winter celebration including street performers, dramatic and musical performances, pageants, and symposiums.



MOUNT RUBIDOUX

Mount Rubidoux provides trails for hikers, rock climbers and outdoor enthusiasts, and is an ideal vantage point overlooking Riverside's cityscape. The trail is dotted with historical plaques and commemorations celebrating Riverside's rich history.

Initially purchased by Mission Inn owner Frank Miller as an enticement for the hotel's guests, Mount Rubidoux has since gained fame for its notable Easter Sunday Sunrise service.



PARKS AND RECREATION

Riverside offers numerous options for recreation and activity. Community centers throughout the city provide sporting and recreational activities for kids, families and residents. The Gage Canal is a historic reminder of our citrus past.

Riverside takes pride in its expansive and numerous parks. Fairmont Park, the oldest in the city, spans over 200 acres and contains two lakes.

MISSION INN HOTEL & SPA

Riverside's Mission Inn Hotel & Spa remains one of the defining points of the city. With its four restaurants and 239 rooms, the hotel has welcomed 10 presidents in its more than 100-year history, and is a national historic landmark.

The hotel was first established by Christopher Columbus Miller in 1876, and building was continued and supervised by his son, Frank Miller, who worked on the structure until his death in 1935.

Stylistically, the Mission Inn reflects many different architectural periods, with Spanish, Mediterranean and Tuscan themes. Within the hotel's grounds and interior rest a number of historical artifacts and collections from Frank Miller's travels—including a bell dating back to 1274.

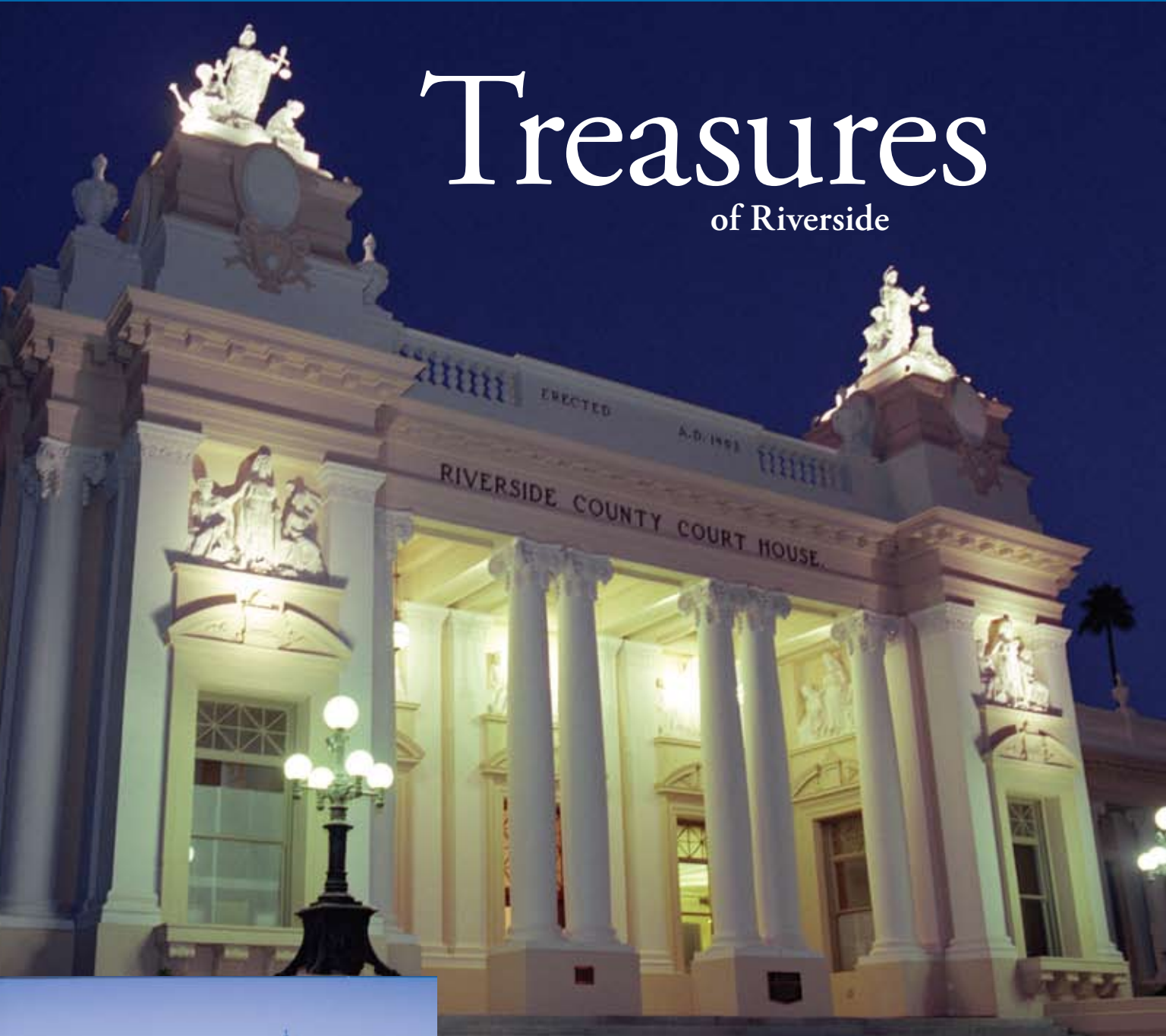
Since its restoration in 1992, the Mission Inn has blossomed into a premier resort destination with upscale restaurants, banquet and meeting facilities.



Riverside County Courthouse — Designed in the classical style after the Grand and Petit Palais of Paris, France, the city's historic downtown courthouse creates a beautiful centerpiece in Riverside County's legal landscape.



Treasures of Riverside



Riverside's historic sights & beautiful parks make it a wonderful place to live and enjoy the outdoors.



The Universalist Unitarian Church of Riverside, which was built in 1891, is known for its Norman and Gothic Architecture, and is yet another architectural treasure in Riverside's historic downtown

International Community

Riverside's many sister cities represent the city's commitment to fostering international relationships and developing a diverse community.

These relationships provide a cultural dialog which often expands economic development and educational exchanges. Riverside embraces these relationships, and in April of 2007 celebrated its 50th anniversary as a sister city with Sendai, Japan.

There are several active organizations within Riverside that help to make our international relationships successful. Among them, the International Relations Council works to organize international delegations between Riverside's sister cities, contributing to greater cultural understanding. The Greater Riverside Chambers of Commerce builds a stronger local economy by providing a forum between government and local business. Their policies help coordinate citywide efforts to stimulate growth and economic prosperity.



Dr. Martin Luther King, Jr.



*Mahatma Gandhi,
downtown Riverside*



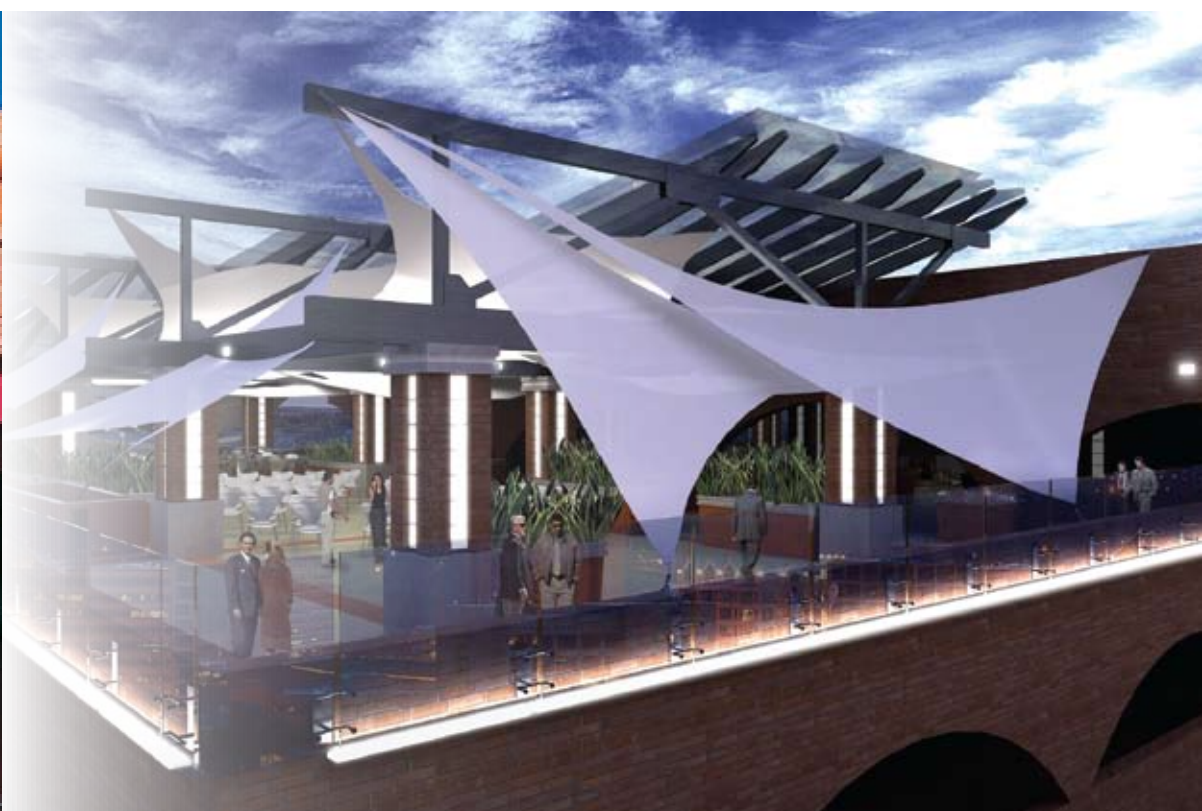
*Dosan Ahn Chang-Ho, founder
of the Friendship Society, and
the Mutual Assistance Society*

THE INTERNATIONAL RELATIONS COUNCIL OF RIVERSIDE

Riverside's residents actively participate in maintaining and promoting relationships with our sister cities. The International Relations Council consists of local residents who coordinate events and relations between our sister cities. The IRC has sent runners to participate in Sendai's half-marathon, and holds receptions for international students at Riverside's various college campuses.



Chinese Pavilion



The planned Grier Pavilion at City Hall is a commemoration of Riverside's diverse history.

Riverside's Sister Cities

JIANGMEN, PEOPLE'S REPUBLIC of CHINA — A city of 3.8 million in the Pearl River region of South China, Jiangmen is a city of industry and manufacturing. Riverside's relationship with the city began in 1997. Currently, the city is exploring increasing trade relations with Jiangman, and frequently meets with Jiangmen city officials to realize this goal.

HYDERABAD, INDIA — This Indian city of high-tech industry and development began relations with Riverside in 2000. It is one of the most highly developed cities in India, and historically is known for its religious tolerance and peace. It is also one of the most populous cities in India, boasting a total population of over 7.15 million.

SENDAI, JAPAN — Riverside's first relationship was established over 50 years ago with this Japanese city of trees. Sendai is a large and prosperous city of over 1 million, located about 200 miles north of Tokyo.

GANGNAM-GU, REPUBLIC of KOREA — A district of greater Seoul, Gangnam-Gu is known for its wealth and prosperity. Since the program's inception, Riverside has enjoyed performances from Gangnam-Gu's symphony orchestra, overseen exchanges in information technology, and in 2001, the University of California, Riverside, established an International Education Center at Gangnam-Gu. Over 550,000 people live in the district.

CUAUTLA, MEXICO — A smaller city of 145,000 with an abundance of hot springs and resorts, Cuautla is a tourist destination in the Mexican state of Morelos. Riverside's relationship with the city was established in 1968.

ENSENADA, MEXICO — This port city of 460,000 in Baja, Mexico is an important fishing and commercial port, as well as a popular tourist destination. Riverside's relationship with the city was established in 1976 and features public safety exchanges.



Hyderabad, India



Sendai, Japan



Gangnam-Gu,
Republic of Korea



ECONOMICS

Riverside's continuing economic growth is apparent in its booming retail and entertainment venues. As Southern California's third largest suburban retail center with \$5.1 billion in annual sales, Riverside is a magnet for high-end retail. Such success is attributable to the new national retail and restaurant chain additions to the Riverside Plaza, Canyon Crossings and the Galleria at Tyler. The downtown offers a number of fine dining options, many of which specialize in international cuisine, and unique shopping. The city has a zone of influence that will encompass some 346,000 shoppers by 2010.

International Cuisine

PUNJAB PALACE

Punjab Palace offers an extensive menu of Indian dishes, and distinguishes itself as one of the most popular restaurants in the Inland Empire.



Ooka at the Plaza

OOKA

Located in the bustling Riverside Plaza, Ooka offers a range of Japanese cuisine, including a Sushi Bar and Hibachi Cooking.

LAS CAMPANAS

Set amidst the outdoor gardens of the beautiful Mission Inn, Las Campanas is a gourmet restaurant specializing in Mexican cuisine.



Las Campanas at the Mission Inn

Retail

Entertainment and Dining



10th **strongest** retail market in the United States

\$5.1 billion in annual retail sales

Abundance of **entertainment** options

International cuisine & fine dining

Green Community



Photovoltaic solar panels lining the roof of this parking lot are one of many new initiatives Riverside is undertaking to improve its sustainability.



Riverside's grease to gas program facility saves the city money and environmental costs.



Protecting our environment is not only socially responsible, but also a demonstration of smart government. Riverside is taking steps to become a green city with initiatives that include the city's goal to meet 20% of its energy demands using renewable sources by 2010.

The City of Riverside is the first city in the state to offer incentives to builders that meet the strong, measurable requirements of the California Green Builder Program. In the most rapidly growing region of the state, Riverside is leading the way by planning for our future and creating programs that conserve natural resources and preserve the quality of life for our residents.

In addition, the city is empowering individual residents to improve the environment through financial incentives and educational initiatives such as the Community Energy Efficiency Program, which offers incentives in energy-saving home design methods. Riverside is moving in the right directions to improve today's environment and continue the prosperity of the present for future generations.



Riverside Public Utilities — Leadership in Energy and Environmental Design (LEED) building



Hydrogen refilling station

CLEAN AIR FUEL FLEET

- Currently 38% of city vehicles use alternative fuels

SOUTH COAST AIR QUALITY MANAGEMENT

DISTRICT CLEAN AIR AWARDS

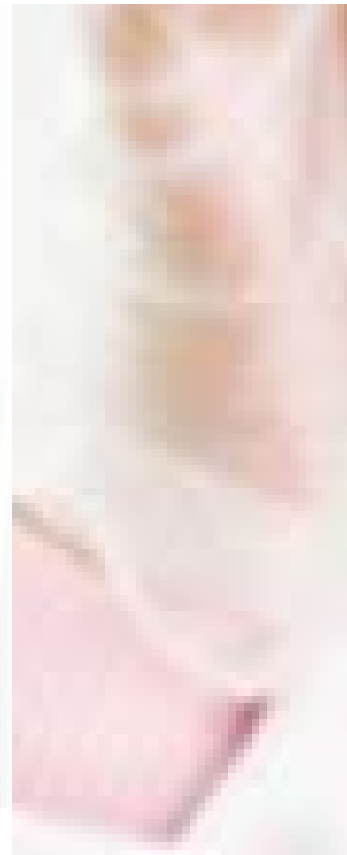
- Model Community Achievement 2004

GORIVERSIDE BUS TRANSIT PROGRAM

RIDESHARE PROGRAMS

CHAMPION IN URBAN FORESTRY

- Currently generate 15% of power using renewable sources



TECHNOLOGICAL DEVELOPMENT

Riverside understands the important role technology plays in keeping cities successful in the future. In 2006, the city created SmartRiverside, an organization to oversee Riverside's technological development.

The recently implemented SmartRiverside Wireless Network Service provides free wireless Internet access in Riverside's metropolitan areas. And through programs such as CompRiverside and Digital Inclusion, the city plans to extend computer-ownership to all of its residents, especially to lower-income households.

Through local universities, Riverside is also home to cutting-edge technological research into fields such as nanotechnology, which is contributing greatly to future development of medical devices, manufacturing, and space exploration.



Riverside

City of the Future



Riverside laboratory



On the Road and in the air

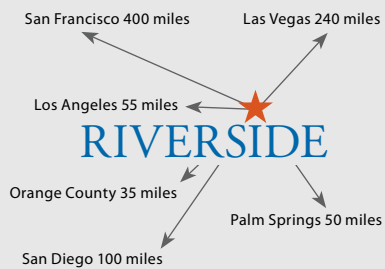


Metrolink Station in Downtown Riverside





OTHER MAJOR CITIES



AIRPORTS

- Ontario International (ONT) – 17 miles
- John Wayne (SNA) – 41 miles
- Long Beach (LGB) – 56 miles
- Palm Springs International (PSP) – 57 miles
- Burbank (BUR) – 67 miles
- Los Angeles International (LAX) – 68 miles
- San Diego International (SAN) – 102 miles

COMMUTING AGENCIES AROUND SOUTHERN CALIFORNIA

- Amtrak
- Commute Smart
- Metrolink
- OCTA - Orange County Express Bus Service
- Park-N-Ride Lots
- Riverside Transit Agency





CITY OF RIVERSIDE

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